

SIFW 3629 \$

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:



APPLICATION NUMBER:	10/017,630
FILING DATE:	December 14, 2001
FIRST NAMED INVENTOR:	MATZ
GROUP ART UNIT:	3629
EXAMINER NAME:	Ouellette, Jonathan
ATTORNEY DOCKET NUMBER:	BS01378

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Director:

The Assignee respectfully requests entry and consideration of the references listed on the enclosed PTO 1449 Forms. Because this Supplemental Information Disclosure Statement is submitted after a first office action has issued, the Assignee herewith includes the 37 C.F.R. § 1.17 (p) fee of \$180.

If the Office has any questions, the Office is invited to contact the undersigned at (919) 387-6907 or scott@wzpatents.com.

Respectfully submitted,

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Scott P. Zimmerman, Reg. No. 41,390
Attorney for Assignee



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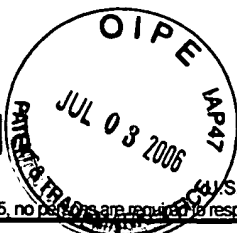
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Description	Pages
CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," The Wall Street Journal, September 26, 1994	3
"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/cgi/print/print.cgi?url=http://devices.../report_interactive.html , (11/16/01) pp.1-2.	2
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"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Café," Business Wire, Sept. 16, 1998.	3
"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.	4
Whitaker, Jerry, "Interactive TV: Killer Ap or Technical Curiosity?," Broadcast Engineering, Dec. 1999.	3
Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	2
Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001.	4

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Sheet 1 of 2

Complete if Known

Application Number	10/017,630
Filing Date	December 14, 2001
First Named Inventor	Matz
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Examiner Name	Ouellette, Jonathan
Attorney Docket Number	BS01378

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
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		5,796,952		Davis et al.	08-1998	
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		6,353,929		Houston, John S.	03-2002	
		6,434,747		Khoo et al.	08-2002	

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <u>The Wall Street Journal</u> , September 26, 1994	
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/cgi/print/print.cgi?url=http://devices.../report_interactive.html , (11/16/01) pp.1-2.	
		"Liberate Technologies - Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html , (11/16/01) p. 1 of 1.	
		"Liberate Technologies - Solutions," Digital Broadband Telco, www.solutions.liberate.com/architecture/db.html , (11/16/01) p. 1 of 1.	
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		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.	
		"It just clicks!," RespondTV, www.respondtv.com/inaction.html , (11/16/01) pp.1-2.	

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		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.html , (11/16/01) p. 1 of 1.	
		"What is Wink?," www.wink.com/contents/whatiswink.html , (11/16/01) p. 1 of 1.	
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		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html , (10/11/01) pp. 1-4.	
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